

LARGE & MULTI CAP PMS

Scheme Name	ICICI Pru PMS Largecap Strategy	Aditya Birla SL India Special Opportunities Portfolio	ICICI Pru PMS Value Strategy	Karma Wealth Builder PMS
Investment Objective	ICICI Prudential PMS Largecap Strategy (the "Strategy") is a diversified equity portfolio that endeavours to achieve long term capital appreciation by investing predominantly in large-cap companies. The Strategy seeks to achieve capital appreciation through investments in Indian companies or sectors with potential for growth. The Strategy aims to predominantly invest in companies that tend to grow earnings at a fast pace and are reasonably priced.	The objective of Aditya Birla SL India Special Opportunities Portfolio Multi-Cap PMS is to invest by analyzing the fundamental attributes of the company & competition & analyzing the macro economic factors & industry growth characteristics by 'Top-Down' approach. It takes 70%-100% exposure in Higher upside potential with catalyst expected to play out over a period of 2-3 years & 0-30% in Consistent performers.	The Strategy aims to follow a value investment style and intends to offer a diversified portfolio of stocks that have high potential but are quoting at a discount to their fair/intrinsic value. The core investment philosophy of investing is based on : 1. Stocks cannot continue to quote at values that are below their fair values over the long term; 2. At some point in time, the markets are likely to recognize the extent of under-valuation of these companies. The same could lead to a rerating/appreciation in the company's stock price.	The fund believes in having concentration in few sectors with high earnings visibility and consistency, around 40-60% investment into companies with consistent earnings across economic cycles, have 20-30% investment into companies with P/E re-rating potential and remaining invest into deep value companies which could be available much below its intrinsic value due to market cycles.
AUM (INR crs)	592.66	1,256.00	849.60	7,175.75
Inception Date	16-Mar-09	14-Jun-18	28-Jan-04	31-Dec-06
Returns				
1 Yr	54.07%	44.30%	52.76%	40.39%
3 Yr	24.31%	21.10%	31.84%	19.38%
5 Yr	25.92%	24.60%	29.73%	27.02%
Since Inception	17.85%	20.70%	14.21%	14.21%
Market Cap Allocation (%)				
Large Cap	88.36%	71.80%	50.47%	28.60%
Mid Cap	9.70%	14.40%	18.62%	34.84%
Small Cap	-	6.80%	30.34%	31.96%
Cash/Others	1.94%	6.90%	0.57%	4.61%
Shortlisting Parameters	1) This fund is supported by ICICI Mutual Fund, which manages the 2nd highest AUM in the mutual fund industry. 2) Based on trailing return performance, the fund has consistently outperformed the benchmark in the very time horizon. In the last 1 year, the fund has generated an alpha of 21% over its benchmark, i.e., Nifty 50 TRI.	1) This PMS is Part of Aditya Birla Group one of the largest Indian conglomerates Managing an AUM of approx Rs. 4 Lac Crores. 2) The fund follows a unique strategy that aims to invest in companies that are primed to benefit from the following catalysts - Micro Turnaround, Macro Turnaround, Management Change, Deleveraging, Demerger, Mid to Large cap potential, and Secular growth companies.	1) This fund is supported by ICICI Mutual Fund, which manages the 2nd highest AUM in the mutual fund industry. 2) The fund manager has demonstrated a successful history of managing PMS and has consistently delivered impressive returns across all ICICI PMS strategies. 3) In last 1, 2 and 3 years fund has consistently generated an impressive alpha of more than 15.00% over benchmark S&P BSE 500 TRI and also have higher sharpe ratio than benchmark.	1) Funds follows Growth At Reasonable Price (GARP) style of investing – constructing a high conviction concentrated portfolio of 20-25 stocks across market cap & sectors. 2) Low portfolio turnover (0.57x – 3 Years) with average holdings period of 5.5 years.
Top 5 Holdings(%)	Bharti Airtel Ltd-8.36% Larsen & Toubro Ltd-7.08% Icici Bank Ltd-6.9% State Bank Of India-5.98% Trent Ltd-5.45%	Trent Ltd-6.8% Bharti Airtel Ltd-5.7% Icici Bank Ltd-4.4% Bharat Dynamics Limited-4% Tata Consultancy Services Ltd-3.8%	Icici Bank Ltd-7.17% Larsen & Toubro Ltd-6.66% Bharti Airtel Ltd-6.33% Jindal Stainless Ltd-5.35% Ntpc Ltd-4.41%	Sbi Cards And Payment Services Ltd-9.46% One 97 Communications Ltd-9.3% Tata Communications Ltd-8.81% Jubilant Pharmova Ltd-7.97% Cipla Ltd-6.63%
Top 5 Sectors(%)	Banks-17.17% Retailing-8.75% Telecom - Services-8.36% Construction-7.08% Pharmaceuticals & Biotechnology-6.29%	Financial Services-21.3% Capital Goods-10.7% Information Technology-10.7% Consumer Services-7.8% Cash-6.9%	Banks-24.72% Ferrous Metals-17.61% Finance-7.36% Construction-6.66% Telecom - Services-6.33%	Health Care-25.71% Consumer Discretionary-23.32% Financials-21.97% Communication Services-15.41% Industrials-6.37%
Portfolio Manager	Chockalingam Narayanan & Geetika Gupta	Sameer Narayan, Dhaval Mehta, Salvin Shah	Anand Shah & Chockalingam Narayanan	Rushabh Sheth
Fee Structure <i>Fixed Variable Hybrid</i>	Fixed Fees Model - 2.5% p.a. fixed fees + zero performance fees	Fixed Fees Model - 2.5% p.a. fixed fees + zero performance fees	Fixed Fees Model - 2.5% p.a. fixed fees + zero performance fees	Fixed Fees Model - 2.5% p.a. fixed fees
	Variable Fees Model - Zero fixed fees + performance fees of 20% profit share above a hurdle of 8%, no catch-up.	-	Variable Fees Model - Zero fixed fees + performance fees of 20% profit share above a hurdle of 8%, no catch-up.	-
	Hybrid Model - 1.75% p.a. fixed fees + performance fees of 20% profit share above a hurdle of 12%, no catch-up.	Hybrid Model - 1.00% p.a. fixed fees + performance fees of 20% profit share above a hurdle of 12%, no catch-up.	Hybrid Model - 1.75% p.a. fixed fees + performance fees of 20% profit share above a hurdle of 12%, no catch-up.	Hybrid Model - 1.5% Fixed fee 20% over the hurdle rate of 10%
Exit Load	1% for first 1 year	Before 12months-2% 12-24months -1%	1% for first 1 year	1% for first 1 year

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